

Unleashing an olderpreneur revolution with Later Creator

The UK (and its economy) *needs* olderpreneurship:

- **79.4** (men) & **83.1** (women) - UK life expectancy is at its highest ever.
- **40%** - the forecast increase in UK pensioners over the next 40 years.
- **70%** of older women have no private retirement income – with private pension provision woefully inadequate across society.
- **27.4%** (and rising) - the number of economically inactive 50 to 64-year-olds.

How does the Later Creator programme work?

- A unique programme dedicated to the needs of **entrepreneurs aged 50+**.
- Building the knowledge and skills needed to start and run a business **AND** deal with a range of factors known to limit belief and self-confidence.
- **8 weeks of small-group learning**, with support from **an experienced personal Enterprise Guide** for tailored learning.
- **Workshops** delivering training in key personal and business skills.
- **Testing & tracking progress** with a unique app-based toolkit.
- Every participant finishing with **their own personal Action Plan**, identifying exactly what they need to do to bring their entrepreneurial ambitions to fruition!
- **Opening the door** to further focused support programmes from The Olderpreneur Alliance.

The Later Creator programme is delivered by The Olderpreneur Alliance, a social enterprise dedicated to supporting and championing the needs of older people setting up in business.

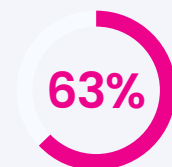
We'd love to hear from experienced advisors and organisations able to support to olderpreneurs in any of the fields mentioned above (or perhaps subjects we haven't even looked at yet!).

Email hello@olderpreneuralliance.com to discuss how you could help us unleash an olderpreneurial revolution!



The case for olderpreneurship.

- **Build earnings** to supplement retirement income and savings.
- **Fulfil personal ambitions and entrepreneurial ideas.**
- **Flexible working** opportunities to help people meet later-life family responsibilities; adaptable to physical or mental health challenges.
- **A fresh challenge** for those who see retirement as a start of something new!



increase in the number of UK businesses run by people aged 55+ in the past decade



of businesses founded by people in their 50s last 5 years or more (compared to just 28% of those started by young people



more likely for a business founded by a 50-year-old to reach market flotation or successful acquisition

So, what's stopping potential olderpreneurs?

- The skills, experience and achievements of over 50s often feel undervalued by business and society.
- Worries about a lack of financial resources to fund start-ups and ongoing financial commitments.
- Institutions and government reluctant to invest in later-life business creation.
- Support services geared to the popular image of the young male entrepreneur.

